Principles of Marketing - MKTG 303/006 Art/Design Building 203 Wednesday 1:30 – 4:10 pm

Course Objectives: The objectives of this course are to

- Introduce students to the terminology, functions, institutions and philosophy of marketing and market-driven decision-making, with emphasis on the role of technology.

- Span the contexts of product marketing, service marketing and idea marketing both for profit and non-profit organizations, in a variety of settings, especially global competition.

- Build marketing application skills by examining the practices of real-world organizations.

- Develop marketing application abilities through the development of a team-created rudimentary marketing plan.

- Explore careers available to marketing majors. For example see http://www.marketingedge.org/students/marketing-careers-for-students?gclid=CPHRzuzMic4CFUMfihgodWo0FMg

Text: Marketing, 6/e, Grewal & Levy. To take this course you must purchase and register the McGraw-Hill Connect+ feature. See details below. You must also have access to the Internet with equipment that can support LearnSmart and Blackboard.

Textbook Options/Registering for Connect+

There are many choices of textbook forms for the course, so shop wisely. The NEW, hardback version in the GMU bookstore includes Connect. Connect+ gives you Connect and the e-book so no hardbound book is required if you like using

The Essence of Marketing

Casual observation of popular culture – news, movies, theatre, blogs, etc. – creates seems to imply successful marketing is based on having a cool ad campaign. This view assumes consumers are isolated automatons waiting for orders from Madison Avenue – a perspective that is more than 35 years out of date. Today’s networked, value-seeking consumer underscores the true character of successful marketing – assuring customer satisfaction by creating value (How do the features on your smart phone compare to others? How transparent are the terms of your credit cards?), capturing value (When do HOT Lane prices change? Why does cars.com ask for your ZIP code before price is revealed?), delivering value (Why did Disney drop Netflix?), and communicating value (Why did Capital One purchase the naming rights for the Verizon Center? What happens to advertising costs when firms use social media?) to targeted populations (What is the first time home buyer purchase motivation? What percentage of NASCAR followers are women? How does Facebook target you? What did it remove their ethnicity filters? How does Google follow your location?).

The reality is successful marketing practitioners translate consumers’ needs and preferences into products and services that add, capture, deliver and communicate unique value to selected audiences (See furentertainment.com). Value creation is both easier and more challenging in a social media world. As consumers take center stage using interactive media their preferences become easier to track while expressing their concerns and seeking alternatives have never been easier. Organizations face higher standards of performance and greater competition for delivering value when competition is a one click away.

As consumers actively search for alternatives, express their experiences through social networks, and disperse and gather information and images through easy to access world-wide mobile media, the imperative for organizations to respond effectively to consumers and competition has never been greater. Consumer controlled media also challenge organizations’ abilities to define the meaning of their brands in a marketplace of information clutter, contest the relevance of traditional one-way channels in reaching target markets, and remind decision makers of the changing character of the information architecture that supports their brands.

The bottom line for marketing is to understand why consumers make their choices, why they reject alternatives, how they use the offerings they pick, and how their selections are evaluated.

Based on that knowledge, marketing practitioners develop strategies that add value for users, establish clear meaning for brands, distinguish themselves from competition, and assure consumer satisfaction.

In a networked economy, marketing success is constantly being redefined. Marketing success today is based on the breadth and depth of interactive product and communications architecture that competes in a mobile, global, multicultural, multilingual and multimedia electronic supermarket.

The challenges of a client-centric focus are met using tools that include customer analysis, market knowledge, competitive intelligence, marketing research, market segmentation and positioning. Effective use of these tools results in developing market offerings that reflect customer-defined quality, prices that mirror value, distribution that is easy to access, and communication that effectively portrays the brand’s value proposition - collectively delivering customer satisfaction to targeted populations.

Majoring in Marketing

The study of marketing prepares students for a broad range of domestic and international career options https://www.cnbc.com/2018/01/09/these-are-the-25-best-paying-jobs-in-america-in-2018.html. Opportunities are strong in marketing as technology firms, government agencies, the non-profit sector, manufacturing and service providers advance their efforts to be market- and customer-value driven.

Training in marketing provides students with a solid background in marketing concepts and practices such as market analysis and planning, segmentation and positioning, marketing research, consumer behavior and product, distribution, price and promotion management. Because marketing draws on diverse concepts for its foundation and has both domestic and global contexts, students are encouraged to study related fields such as psychology, sociology, demography, economics, public policy, decision support systems, global studies, foreign languages and culture.
As you think about the options consider the buyback feature of hardbound books. Think about renting or sharing too.

Connect can be previewed for two weeks free by pointing to http://www.connectstudentsuccess.com/ and scrolling to “Registering with courtesy access.” The site also provides FAQs and how to receive support.

To purchase Connect online you will need a credit card. Make sure the email address you use is YOUR GMU EMAIL ADDRESS ONLY.

**NOTE CAREFULLY**

WHEN REGISTERING, ACTIVATING, CONDUCTING AND SUBMITING LEARNSMART HOMEWORK YOU MUST ENTER AND EXIT THROUGH BLACKBOARD. NOTE THE YELLOW “RETURN TO BLACKBOARD” TAG ON THE LEFT SIDE OF ALL CONNECT HOMEWORK.

### Course Objectives and School of Business Learning Goals

This course addresses the following Learning Goals of the School of Business:

**Goal 1:** *Our students will demonstrate an understanding of the social, global, ethical, and legal contexts of business and will be able to reflect on the role of the individual in business.*

Introductory marketing draws upon many sister disciplines including psychology, sociology, economics, public policy and regulation, law, accounting, finance, information systems, management and statistics. This course has an entire chapter devoted to international marketing and trade. The issues of marketing standardization versus adaptation underscore the concepts of comparing and contrasting cultures. Examination of international trade institutions such as EU, GATT, IMF, and WTO exemplify the commitment to understanding global trade. Additionally, each textbook chapter features international cases, examples or cases. The book for this course features an entire chapter marketing ethics. Additionally each of the nineteen chapters has a separate ethical dilemma example that range from issues of junk food, targeting seniors, price discrimination for “ladies’ night” at bars to spying on consumers. The group project includes a section on business model sustainability and company social responsibility. The chapter “Analyzing the Marketing Environment” includes an overview presentation of the major regulatory and legislative initiatives that impact marketing practice. Examinations require students to understand, apply and synthesize a variety of marketing issues, concepts, approaches and principles in a comprehensive, strategic approach. Key elements of the marketing plan require an explanation and defense of recommended courses of action.

**Goal 2:** *Our students will demonstrate an understanding of and the ability to apply knowledge of professional skills necessary for success in business including effective business writing.*

This section of Marketing 301 requires all students to demonstrate their writing and speaking skills by composing and presenting a rudimentary marketing plan using Word and PowerPoint. Students will also be graded on their oral and written class participation. Students in this class will be part of a group working on the class project that requires you to conduct research and make recommendations. That project requires communication, cooperation, leadership, decision making and group consensus finding. Part of the class project includes market and consumer analysis that underscores group and individual differences based on age, geography, ethnicity, gender, and income.

**Goal 3:** *Our students will demonstrate technical and analytic skills appropriate for success in business.*

This course requires students to send and receive e-mail, take on-line quizzes and submit results, access and navigate the Blackboard and *Connect Marketing* learning system, access and view streaming media, including web-based narrated PowerPoint slides, conduct on-line research, and create Word and PowerPoint project
documents.

**Goal 4:** *Our students will demonstrate an understanding of and the ability to apply knowledge of core business disciplines including accounting, finance, information systems, management, marketing, and operations management.*

Topics throughout this course include elementary understanding of accounting, information systems and supply chain management topics.

**Goal 5:** *Our students will demonstrate knowledge and skills appropriate for specialization in their majors.*

Discipline competence will be measured in this course using exams, composition of a rudimentary marketing plan, written in-class exercises, on-line homework assignments and class participation. The on-line assignments are based on Connect Marketing Internet activities that are time stamped. Each assignment provides a unique contribution to assurance of learning documentation.

For most students the course will be their first and last university-level class in marketing. Central to the purpose of this course is to insure that students understand the role and importance of marketing in all organizations. Therefore, understanding the essentials of marketing as applied to all institutions as well as self-marketing is the central feature demonstrating discipline competence.

**Goal 6:** *Our students will demonstrate an understanding of how research in the business disciplines contributes to knowledge and how such research is conducted.*

This course requires students to use GMU’s online databases such as Mergent, IBIS World and Mintel Oxygen to conduct their semester research project. This course requires students to send and receive e-mail, take on-line quizzes and submit results, access and navigate the Blackboard and Connect Marketing learning system, access and view streaming media, including web-based narrated PowerPoint slides, conduct on-line research, and create Word and PowerPoint project documents.

**Student Responsibilities:**

**Course activities and daily processes:** You are responsible for all materials in the text, lectures, presentations and in-class discussions. If there is a definition, concept or principle you do not understand, it is your responsibility to ask for clarification.

**Exam Processes:** You will take three closed book, closed notes exams in this course – two hour exams and a final. Any use of electronic devices during testing times can be interpreted as a violation of the University Honor Code. These devices include cell phones, electronic translators, calculators, and similar devices. Any student using such devices during an exam or any form of cheating during exams will result in a grade of zero for the test and will be referred to the Honor Council.

**Exam makeups:** Consistent with University policy, only provable (i.e., documented) absences due to personal illness or family emergency constitute acceptable bases for missing exams. Students missing the final exam must request a waiver from the Assistant Dean in the Office of Academic and Career Services in ENT 008. Preplanned weddings, vacations and deep discount airfares are not acceptable absences. There are no make-up tests or adjustments to satisfy the convenience of students who are enrolled in this class. No extra credit is offered to anyone. All students are graded with the same standard.

**Prerequisites and Registration:** Prerequisites for the course are sophomore standing.

**Virtual Classroom:** Due to unpredictable weather and traffic, there may be a day when we are unable to attend class. During such a rare case, check your e-mail by noon the day of class. I am usually on campus by then, so if I am stuck in traffic you will know about by that time.
Disability: Students with disabilities that require special accommodation should contact the Student Disability Office (ODS) at 993-2474. All academic accommodations must be arranged through the ODS.

Community Standards of Behavior: The mission of the School of Business at George Mason University is to create and deliver high quality educational programs and research. Students, faculty, staff, and alumni that participate in these educational programs contribute to the well-being of society. High quality educational programs require an environment of trust and mutual respect, free expression and inquiry, and a commitment to truth, excellence, and lifelong learning. Students, program participants, faculty, staff, and alumni accept these principles when they join the SOM community. In doing so, they agree to abide by the following Community Standards of Behavior:

- Respect for the rights, differences, and dignity of others
- Honesty and integrity in dealing with all members of the community
- Accountability for personal behavior

Integrity is an essential ingredient of a successful learning community. Ethical standards of behavior help promote a safe and productive community environment, and ensure every member the opportunity to pursue excellence. SOM can and should be a living model of these behavioral standards. To this end, community members have a personal responsibility to integrate these standards into every aspect of their experience at the SOM. Through our personal commitment to these Community Standards of Behavior, we can create an environment in which all can achieve their full potential.

THE MASON HONOR CODE:

Academic honesty is important to maintaining the integrity of our university and ensuring that your degree will earn you the respect you deserve. Students are expected to follow the honor code as presented in the University’s publications. Therefore:

To promote a stronger sense of mutual responsibility, respect, trust, and fairness among all members of the George Mason University community and with the desire for greater academic and personal achievement, we, the student members of the University Community have set forth this:

Student members of the George Mason University community pledge not to cheat, plagiarize, steal, or lie in matters related to academic work.

For this course, three fundamental principles to follow at all times are that: (1) all work submitted be your own (on individual assignments) or your teams (on team assignments); (2) when using the work or ideas of others give full credit through accurate citations; and (3) when conducting the semester project you do not make-up resources. If you are uncertain about the directions on a particular assignment, ask for clarification.

Any course assignments that are determined to be in violation of the University Honor Code will be immediately referred to the Office of Academic Integrity for resolution. Sanctions for honor code violations will be based on the School of Business Recommendations (see chart on next page).

See the “Honor Code” section of the George Mason University Student Handbook or http://oai.gmu.edu/the-mason-honor-code-2/ for additional information about academic integrity.

The following paragraph is taken from http://oai.gmu.edu/the-mason-honor-code-2/

Students are expected to follow the honor code as presented in the University’s publications. Infractions or appeals may be referred to the Honor Council for resolution.

It shall be a violation of this Honor Code to Lie, Cheat or Steal. The following list is illustrative of Honor
Code violations but is not exhaustive: Assignments (including examinations) are to be the sole work of the student unless specifically authorized otherwise by the professor. To give, receive, or utilize unauthorized assistance in preparation for or during an assignment is a violation of this Honor Code. To continue working on an assignment or an examination beyond the allotted time period. To plagiarize. To fail to report a suspected violation when a student has reasonable cause to believe that an Honor Code violation has occurred.

Students will uphold the highest standards of academic work and keep their efforts free of the four areas the Honor Code addresses specifically - Student members of the George Mason University community pledge not to cheat, plagiarize, steal, or lie in matters related to academic work.

| School of Business Recommendations for Honor Code Violations |
| Approved May 2016 |
| UG-Non Freshman Students (including transfer students) |
| **Type of Violation** | **First Offense** | **Second Offense** |
| Plagiarism | | |
| 1. Failure to cite/attribute sources | An F in the class; referral to Writing Center; and Academic Integrity Seminar completion | An F in the class; referral to the Writing Center; Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension or expulsion |
| 2. Representing someone else’s work as the student’s own (e.g., copying and pasting) | | |
| Cheating | | |
| 1. On a minor assignment (e.g., homework, quizzes) | An F in the class; and Academic Integrity Seminar completion | An F in the class, Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension or expulsion |
| 2. Cheating on a major assignment or exam, submitting course work from another course as original work | An F in the class; and Academic Integrity Seminar completion, and at least one semester suspension | |
| Lying (e.g., providing fraudulent excuse documents, falsifying data) | An F in the class; and Academic Integrity Seminar completion, and at least one semester suspension | An F in the class; Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension or expulsion |
| Egregious Violation (e.g., stealing an exam; submitting coursework from another class as original work across) | An F in the class, Academic Integrity Seminar completion; termination | An F in the class; Academic Integrity Seminar completion; termination from the School of Business; and expulsion |

**COURSE POLICIES:**

**ATTENDANCE:**
Attendance is expected. Being absent from class will cause you to miss the substantial amount of material that we will cover each session as well as the opportunity to work with your team on your research project. If you are absent from class, it is YOUR responsibility to find out from a classmate what you missed (both in terms of course material and announcements).

**RELIGIOUS HOLIDAYS, SPORTS, AND SCHOOL-RELATED ACTIVITIES:**
If you expect to be absent during the semester for any of these reasons, please notify me as soon as possible (minimum of 2 weeks prior) in order to make acceptable arrangements.
INCLEMENT WEATHER POLICY:
This course will operate in accordance with official University decisions about inclement-weather cancellations. Please check the GMU website or the information line (993-1000) if the weather is questionable. You can also sign up for Alerts – see http://ready.gmu.edu/category/recent-alerts/. If class is cancelled, the course schedule may need to be changed.

ANNOUNCEMENTS AND UPDATES:
Email announcements between class meetings may be sent. Any emails from me will be sent to your GMU email account via Blackboard and will include “course name” in the subject line. It is your responsibility to check Blackboard regularly for the addition of any course materials.

E-MAIL CORRESPONDENCE:
Outside of class time and office hours, e-mail is the quickest method to contact me. You MUST use your GMU e-mail address. Federal privacy laws state that I am not allowed to provide confidential information to any non-GMU e-mail addresses and consequently I will not respond to emails from any other address. Make sure to plan your questions with enough time to receive a response. Under normal circumstances, you should receive a reply within 24 hours.

COMPUTER POLICY:
No computers or other electronic devices, such as tablets or translation software, may be used during exams without approval of the course professor.

CELL PHONE POLICY:
Cell phones are NOT allowed in class. All cell phones MUST be set to silent/vibrate and kept out of sight during class time. No cell phones may be used during exams without approval of the course professor.

DISABILITY POLICY:
If you are a student with a disability and you need academic accommodations, please contact the Office of Disability Services (ODS) at 703-993-2474. All accommodations must be arranged through ODS.

DIVERSITY STATEMENT:
George Mason University promotes a living and learning environment for outstanding growth and productivity among its students, faculty and staff. Through its curriculum, programs, policies, procedures, services and resources, Mason strives to maintain a quality environment for work, study and personal growth.

An emphasis upon diversity and inclusion throughout the campus community is essential to achieve these goals. Diversity is broadly defined to include such characteristics as, but not limited to, race, ethnicity, gender, religion, age, disability, and sexual orientation. Diversity also entails different viewpoints, philosophies, and perspectives. Attention to these aspects of diversity will help promote a culture of inclusion and belonging, and an environment where diverse opinions, backgrounds and practices have the opportunity to be voiced, heard and respected.

The reflection of Mason’s commitment to diversity and inclusion goes beyond policies and procedures to focus on behavior at the individual, group and organizational level. The implementation of this commitment to diversity and inclusion is found in all settings, including individual work units and groups, student organizations and groups, and classroom settings; it is also found with the delivery of services and activities, including, but not limited to, curriculum, teaching, events, advising, research, service, and community outreach.

Acknowledging that the attainment of diversity and inclusion are dynamic and continuous processes, and
that the larger societal setting has an evolving socio-cultural understanding of diversity and inclusion, Mason seeks to continuously improve its environment. To this end, the University promotes continuous monitoring and self-assessment regarding diversity. The aim is to incorporate diversity and inclusion within the philosophies and actions of the individual, group and organization, and to make improvements as needed. See http://ctfe.gmu.edu/professional-development/mason-diversity-statement/

SCHOOL OF BUSINESS COMMUNITY STANDARDS

The mission of the School of Business at George Mason University is to create and deliver high quality educational programs and research. Students, faculty, staff, and alumni that participate in these educational programs contribute to the well-being of society. High quality educational programs require an environment of trust and mutual respect, free expression and inquiry, and a commitment to truth, excellence, and lifelong learning. Think about this class as a job interview. Would you arrive on time? Would you be prepared for the pertinent discussion? Would your cell phone be turned off? Would you text during a job interview? Would you demonstrate respectful and civilized word choice?

Students, program participants, faculty, staff, and alumni accept these principles when they join the School of Business community. In doing so, they agree to abide by the following

Community Standards of Behavior:

• Respect for the rights, differences, and dignity of others
• Honesty and integrity in dealing with all members of the community
• Accountability for personal behavior

Integrity is an essential ingredient of a successful learning community. Ethical standards of behavior help promote a safe and productive community environment, and ensure every member the opportunity to pursue excellence.

The School of Business can and should be a living model of these behavioral standards. To this end, community members have a personal responsibility to integrate these standards into every aspect of their experience at the School of Business.

Through our personal commitment to these Community Standards of Behavior, we can create an environment in which all can achieve their full potential.

OTHER USEFUL CAMPUS RESOURCES:

Writing Center: A114 Robinson Hall; (703) 993-1200; http://writingcenter.gmu.edu
University Libraries: “Ask a Librarian” http://library.gmu.edu/ask
Student Support and Advocacy Center http://ssac.gmu.edu/
Counseling and Psychological Services (CAPS): (703) 993-2380; http://caps.gmu.edu
Learning Services http://learningservices.gmu.edu/
School of Business Academic Advising http://business.gmu.edu/undergraduate/academic-advising/
School of Business Career Services http://business.gmu.edu/undergraduate/career-services/
University Career Services: http://careers.gmu.edu
IT Services https://itservices.gmu.edu/help.cfm
University Policies: The University Catalog, http://catalog.gmu.edu, is the central resource for university policies affecting student, faculty, and staff conduct in university academic affairs. Other policies are available at http://universitypolicy.gmu.edu/. All members of the university community are responsible for knowing and following established policies.
**Personal Challenges:** GMU and SOM provide students with significant resources to navigate the challenges of daily life. They include the Writing Center, Counseling and Psychological Services (CAPS), and several other student services. SOM majors should visit the Office of Academic and Career Services in room ENT 008 for more information.

**Teams:** Several assignments will be conducted through team efforts. These assignments include eight in-class assignments and a marketing plan presentation. Teamwork is always a challenge. On one hand, there are free riders and alternatively, there are domineering people who refuse to listen to the thoughts of others. Each member has the responsibility to make the team work. As an incentive to assure team cooperation, each member will privately evaluate all members of the team at the end of the semester.

**Late Work:** Assignments delivered late will be penalized 10% for each class day missed.

**Use of E-Mail:** Consistent with federal privacy laws, I do not respond to non-gmu e-mail with confidential information. I respond only to YourName@gmu.edu e-mail.

**GRADING METHODS AND COURSE REQUIREMENTS**

**THREE EXAMS (worth 500 semester points)** - Exam 1 covers chapter 1 – 8, Exam 2 covers chapters 9 – 17 and the Final Exam covers chapters 1 – 20. Exams 1 & 2 have 50 multiple choice questions and the final exam has 100 questions. All tests are taken in class using Scantron answer sheets.

**TWO WRITTEN MARKETING PLAN ASSIGNMENTS AND ONE PRESENTATION WITH DRAFT REVISION (worth a total of 300 semester points – 100 points each)** Three team-based marketing plan assignments are due throughout the course. Each assignment will address a specific section of the Marketing Plan Template. Each section is due according to the schedule listed below. Grades for each assignment are TEAM grades that will be adjusted according to peer evaluation conducted during the final exam. See the Marketing Plan Template for Guidance.

Here is a checklist for selecting a brand for your marketing plan:

1. Does the brand represent something that will advance your professional interests?
2. Will you be able to obtain existing sources of information about the brand?
   a) Industry data, such as age, size, growth, competitors and regulatory oversight.
   b) Brand data, such as sales, market share, and growth, using sources such as Yahoo Finance 10K, Hoovers and Lexus-Nexus (all available online through GMU Library).
   c) Customer data, such as reasons they select the brand, reasons they reject the brand, customer satisfaction for the brand, and frequency of purchase, using sources that capture the voice of the customer, such as Yelp, Consumer Reports, Google, Bing and similar customer evaluation sources.
   d) Experience data, such as trying or using the brand, interviewing managers and staff of the brand.

**LEARNSMART HOMEWORK (100 semester points)** – LearnSmart assignments are due by 1:30 pm on the day they are assigned. However, you can access these assignments as of today.

**IN-CLASS ASSIGNMENTS (75 semester points)** – Twelve in-class team assignments will be graded. Classroom absence will conform to GMU policy for missed work.
RESEARCH REQUIREMENT (25 semester points) - As scholars and educators in the School of Business, the faculty strives to add value to the knowledge of future managers. We do this by teaching principles and practices that are based in fact and supported by evidence – thereby stressing the importance of evidence-based practice in our teaching. This ensures that when new claims come along, managers will be better able to evaluate their validity. To this end, students must learn the relevance of research to business practice. We believe this is accomplished through direct exposure to, and experience with, academic business research. Students should be able to understand where research is used to inform practice, how research should be done, what research tells us about business issues, and why such systematic inquiry is useful.

Therefore, as part of your grade in this course you will be required to take part in two 30 minute research activities. There are two types of research activities that will be offered during the semester – business research experiments and research lectures. (NOTE: If you are in both MKTG 303 and MGMT 303 you will need to fulfill this requirement for both courses).

You need to register on the GMU School of Business Experimetrix website in order to participate and receive credit for your course.

Options for Research Participation Credit:

Option 1: Experiments. Sign-up and attend a half-hour experiment. Participation in each experiment will be worth 1.25% (2.5% total) of your final grade. Information and sign-ups for the experiments will be posted on the School of Business Experimetrix website.

Option 2: Research Lectures. If you would prefer not to participate in experiments or there are no available experiments for you to participate in, you may also attend a half hour lecture. Each lecture will be worth 1.25% of your grade. These lectures will be held a number of times over the course of the semester on a variety of days and times and will focus on the importance or research in understanding and refining business practice. Information and sign-ups for the research lectures will also be posted on the School of Business Experimetrix website.

**You need to complete a total of two half hour activities (experiments or lectures) to receive full credit (2.5% of grade) for your course. Students that complete one of the half-hour experiments or lectures will receive partial credit (1.25% of grade).

Important Notes

- You must access the research experiments and lectures through the GMU School of Business Experimetrix site at the URL listed below. No other Experimetrix site is part of the MKTG/MGMT 303 research requirement.
- Although there will be sufficient slots available during the semester, there is no guarantee that they will be available at any specific time. Therefore, if there is an experiment or lecture that works for your schedule, do not delay in signing up. Please pay attention to the timeline (and last possible date for participation listed below)!
- LOOK FOR RESEARCH OPPORTUNITIES TO BE AVAILABLE NO LATER THAN two to three weeks after the deadline for your registration on the Experimetrix website (refer to timeline below).
- It is the responsibility of the student to check on the availability of research and lecture opportunities, not the 303 faculty. You need to consult the Experimetrix website directly for information on available experiments and lectures, not your instructors.
- Students who fail to show up for a scheduled experiment may not be allowed back into the experiment at the discretion of the researcher. Students arriving late will not be allowed to participate in that session and will need to sign up for another opportunity.
- If you have participated in a specific experiment in the current semester or a previous semester, you may not be able to participate in that specific experiment again.
WHAT YOU NEED TO DO:

1. In order to get research credit in this course, you must register at the following website by the deadline listed below. Please note that this is the only URL associated with this requirement:

   experimetrix.com/gmusom

   ** If you have registered for MKTG or MGMT 303 in a previous semester, you should use the same login information and do not need to re-register **

2. Click “New User Registration” to create a username and password (simply log in if you have already registered on Experimetrix for a different School of Business class in a previous semester). YOU MUST USE YOUR GMU E-MAIL ACCOUNT TO SIGN UP.

3. Once your account is created, your logon information will be e-mailed to you.

4. When you receive the e-mail you need to Log In to the system, select “Edit your Course Selection” and pick what course you are in (MKTG or MGMT 303 or both). You may then sign up for experiments as they are available.

5. Approximately 1-2 days after you have completed an experiment or lecture you will be able to confirm your participation on Experimetrix (the green number). The research credit will not show up on Blackboard, only on the Experimetrix site. If there are questions about this please direct them to the researcher who conducted the experiment/lecture or send an e-mail to the address listed below – NOT your 303 instructor.

   **Remember, you need a total of two (2) half-hour activities for each 303 class you are enrolled in.

Semester timeline

August 27th: Students will be able to create usernames/passwords on Experimetrix and sign up for experiments or lectures when posted.

September 10th --MANDATORY: ** All students must be registered on Experimetrix by this date!**

November 16th: Last day to participate in experiments/lectures if available (Please note: There is no guarantee experiments will be available on this date. You should be checking Experimetrix throughout the semester).

December 6th: Last day of classes.

Please direct all questions, problems, or concerns about research credit to: somstudy@gmu.edu, not to your 303 instructor. You can also check the Help Me (FAQ) page on:

experimetrix.com/gmusom

Experimetrix and Resaerch Pool FAQs

1) Where are the experiments/lectures posted - I see none?
ALL experiments and research lectures are posted on the same "Sign up for experiments" page. Opportunities are posted as they become available. It is your responsibility to check back regularly for information on these – not your 303 instructor.
2) I registered on the Experimetrix website – when are the experiments and lectures going to be available?
Although there is no set schedule, look for research opportunities to be available two to three weeks after the semester deadline for your registration listed in your syllabus. Please remember, it is your responsibility to check on the availability of research opportunities over the course of semester, not your 303 instructor.

3) What do I do if there are NO experiments/lectures posted or if there are none at times I am available?
Don't panic! Experiments and lectures are posted at various times throughout the semester so keep checking Experimetrix. Please keep in mind the final date after which there will be no more opportunities for the semester.

4) I see the time, but when I go to Signup it says I need to choose my course first. What does this mean?
It means you need to tell us which course(s) you are in. Go to the homepage, login, and click the "Edit Your Course Selection." Check the course(s) you are in, click "Save Changes" (Nothing will appear to change) and then click "Profile Options" under the School of Business logo to return to the main menu. The change will be saved which will help us verify what course(s) you are in. You will now be able to sign up.

5) Do I need a login to use Experimetrix - my gmu password doesn't work?
YES! Click "New User Registration" and follow instructions to get your login. Your login information will be e-mailed to your GMU account.

6) How do I sign up for an experiment or lecture?
Click "SIGN UP FOR EXPERIMENTS" from the experimetrix.com/gmusom page, click "view schedule" next to the experiment, and then "Sign-up" next to the time you'd like to sign up for. You will then be prompted to enter your login and password.

7) How do I cancel an experiment or lecture I've signed up for?
Login and click "View your Appointments", then click "Cancel" next to the session you wish you cancel. Please be aware though - you CANNOT cancel within 24 hours of the experiment. If you have signed up you are expected to be there. If it is within 24 hours you must contact the researcher directly to see if it is possible to cancel - that information is also on the "View your Appointments” page.

8) How do I sign up for a research lecture?
The same way you sign up for experiments.

9) If I participate in a ONE-HOUR experiment, will I get ONE HOUR of credit?
YES! Occasionally, a longer experiment will be available. However, most experiments and all lectures are 30 minutes in length and you need to complete two for full credit in your course. (There are NO one-hour research lectures).

10) Can I receive partial credit for my 303 research participation requirement?
YES. You are required to participate in two half hour research activities for each 303 class (MKTG or MGMT) you are enrolled in. Full credit is worth 2.5% of your grade. Students who complete one of the half hour experiments or lectures will receive partial credit (1.25% of your grade).

11) How do I check whether I have earned enough credit?
You will see your credit at the top of the page in green when you login to experimetrix. Please allow a couple of days after experiments/research lectures for credit to appear.

12) I'm in Management 303 AND Marketing 303 - Do I get credit for both for one experiment or lecture?
NO. If you are taking both MGMT 303 and MKTG 303, you will need to complete 2 hours of research participation (one hour for each course) in order to fulfill your research requirement. You can participate in any combination of half-hour research lectures or experiments, totaling two hours.
13) How can I find out what I've signed up for?
Login and click the "View Your Appointments" button.

14) What do I do if I can't remember my username or password?
Go to the login page and click on the link that says "if you have forgotten your username or password click here." You can then put in your gmu e-mail address and have your login e-mailed to you. If you registered more than 30 days ago but never logged in you will need to re-register.

15) Can I carry over credit from a previous semester?
Absolutely not. Credit earned in one semester is only good for that semester. Additionally, credits must be earned for each 303 class (MGMT and MKTG) separately – they do not double count.

What do I do if I have more questions or have technical problems?
E-mail somstudy@gmu.edu with your detailed question or click the Contact the Webmaster link below. Thanks!

**Semester Grading Scale:** Your overall grade will be based on the schedule below:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
<th>960+</th>
<th>940 - 959</th>
<th>900 - 939</th>
<th>800 - 829</th>
<th>770 - 799</th>
<th>700 - 769</th>
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<td>First Exam</td>
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<td>Final Exam</td>
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<td><em>LearnSmart</em></td>
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<td>In class quizzes and in-class assignments</td>
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<td>830 - 869</td>
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**DAILY SCHEDULE OF CLASS ACTIVITIES**

<table>
<thead>
<tr>
<th>DATE</th>
<th>ASSIGNMENT</th>
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</thead>
<tbody>
<tr>
<td>Aug 29</td>
<td>Overview of the course, review course requirements and meet your teammates</td>
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</tbody>
</table>

Discuss how marketing:

**Follows Trends**

**Focuses on Consumers**
https://www.youtube.com/watch?v=v1q1nnPCcKw&app=desktop

**Segments markets**
https://www.npr.org/sections/thesalt/2017/08/15/543707953/applebees-ditches-millenials
https://www.youtube.com/watch?v=GaBz9u6L1LE&app=desktop
https://www.youtube.com/watch?v=Y8mZx4o32vs&app=desktop
DATE     ASSIGNMENT

Aug 29  Positions Brands
https://www.youtube.com/watch?v=lIq_8MUPz5w&feature=related
https://www.youtube.com/watch?v=_0vFXLAL6YW0

Creates value
https://www.onepeloton.com/
http://www.thefuntheory.com/piano-staircase
https://www.youtube.com/watch?v=3gt0Mm4WNxg
https://www.youtube.com/watch?v=-vc7EnODkJI

Captures value

Delivers value
http://www.youtube.com/watch?v=6zXOW6vOc8s

Communicates value
https://www.youtube.com/watch?v=F8VtDnu3Pfs
https://www.youtube.com/watch?v=sLmpxY_XRMU&app=desktop
https://www.youtube.com/watch?v=tslf5a9QoD8
https://www.youtube.com/watch?v=0RpmwqaxrwA
https://www.youtube.com/watch?v=3YW1aT0G65E

How Facebook works
https://www.youtube.com/watch?v=KFCICiQOcE
https://www.youtube.com/watch?v=OUQVmwDh1A

Google Ad Words
https://www.youtube.com/watch?v=CY1wYKq5sLU

Monitors value What is the role of customer satisfaction in marketing?
http://www.theacsi.org/industries

Marketing Careers

In-Class Activity 1: Course development activity Black & Decker/DeWalt

Introduction to class requirements and LearnSmart

Discuss Chapter 1: Overview of Marketing
Discuss Chapter 2: Developing Marketing Strategies and a Marketing Plan

Writes a marketing plan - Sample Marketing Plan in class based on
https://www.youtube.com/watch?v=Fx8V1I1vj5Sw&feature=relmfu
### DATE ASSIGNMENT

**Aug 29**
Discuss Marketing Plan assignment. In-class team meetings brand selection.

**Sept 5**
Discuss Chapter 3 – Social and Mobile Marketing  
Discuss Chapter 4 – Marketing Ethics  
Discuss Chapter 5 – Analyzing the Marketing Environment  

Key West Key Lime Pie Co. [https://www.youtube.com/watch?v=c59pZOalbqc](https://www.youtube.com/watch?v=c59pZOalbqc)

**Sept 10**
All students must be registered on Experimetrix by this date

**Sept 12**
GMU Database Tutorial by Jo Ann Henson, Business Reference Librarian  
[http://infoguides.gmu.edu/business/begin](http://infoguides.gmu.edu/business/begin)

Team conferences and marketing plan Draft 1 discussion

**Sept 19**
*Learn Smart* assignments Chapters 1 - 5 due by 11:59 pm today.

Discuss Chapter 6 – Consumer Behavior  
Discuss Chapter 7 – Business-to-Business Marketing  
Discuss Chapter 8 – Global Marketing

**Sept 26**
*Learn Smart* assignments Chapters 6, 7 and 8 due by 11:59 pm today.

Review Chapters 1 – 8 and Prepare for Exam 1

**Marketing Plan Milestone 4.** Use Google News the find three positive stories about your brand and three negative ones.

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**In-Class Activity 2: Submit Team Master Lock Marketing Plan Form**

**In-Class Activity 3: Submit Team KWKLPCo Marketing Plan Form**

Marketing Plan Team Conference. See the files “Marketing Plan Template,” “Marketing Plan Checklist” and “Marketing Plan Grading Rubric” in the Blackboard Marketing Plan folder. Conferences with Marketing Plan teams

**Marketing Plan Milestone 1.** Choose a brand and receive permission of instructor

**Marketing Plan Milestone 2.** Use Google News to find two news stories about your brand. Create a “News Alert” account to receive updates on your brand in the news. Use a search engine to summarize five industry trends. For example, what’s new in the auto industry, the cosmetics industry, the footwear industry, the food industry, the clothing industry, in retailing, in the restaurant industry? How are consumers changing that may affect the brand positively or negatively? What technology trends are affecting the brand’s success?

**Marketing Plan Milestone 3.** Use GMU data bases to determine your brand’s key competitor, its sales $, sales growth %, market share %, industry sales $ and industry growth % and profit margins for your brand and its key competitor.

**Marketing Plan Milestone 4.** Use Google News the find three positive stories about your brand and three negative ones.
DATE ASSIGNMENT

Sept 26 Marketing Plan Milestone 5. Use online forums, e-tailers and review sites to summarize five positive reviews and five negative reviews for your brand.

Marketing Plan Milestone 6. Use third party sources such as American Customer Satisfaction Index, JD Powers, cNET, Consumer Reports, industry reports, etc. to find rating and evaluations for your brand.

Marketing Plan Milestone 7. Reflect on customer and third party reviews and list four reasons why brands in your industry are selected. For example, for food the four might be price, flavor, calories and natural.

In-Class Activity 5: Marketing Plan Updates with in-class report

Oct 3 Learn Smart assignments Chapter 9 due by 11:59 pm today.

FIRST HOUR EXAM 50 multiple choice questions from Chapters 1 - 8, lecture, discussion, videos, handouts and cases from May 21 to date.

Exam 1 will be administered 1:30 – 2:30 pm. Bring a Scantron sheet

Discuss Chapter 9 – Segmentation, Targeting and Positioning

In-Class Activity 6: Submit Team Zipcar: Segmentation https://www.viddler.com/embed/bff22ee1

Marketing Plan Milestone 8. Use online sources to determine how the brand is delivered. How many retailers are there that carry the brand? How fast does their e-comm fulfillment center delivery the brand? Is the brand available in vending machines? Amazon?

Marketing Plan Milestone 9. Examine company communications for your brand such as old media advertising, You Tube ads, company websites and summarize the value proposition for your brand. For example, Bounty – “The quicker Picker-Upper.”

Prepare for Draft 1 due Oct 10

Oct 10 Discuss Chapter 10 – Marketing Research and Information Systems

In-Class Activity 7: Submit Team Dunkin’ Donuts: Marketing Research and Bakery Sandwiches https://www.viddler.com/embed/e61cf201

Marketing Plan Draft 1 due by 1:30 pm via email attachment in MS Office Word format only

Oct 17 LearnSmart assignment Chapters 10, 11, 12 and 13 due by 11:59 pm today.

Discuss Chapter 11 – Product, Branding, and Packaging Decisions
Discuss Chapter 12 – Developing New Products
Discuss Chapter 13 – Services: The Intangible Product
DATE | ASSIGNMENT
--- | ---
Oct 24 | *Learn Smart* Assignments Chapter 14 and 15 due 11:59 pm today.
Discuss Chapter 14 – Pricing Concepts for Establishing Value
Discuss Chapter 15 – Strategic Pricing Methods

In-Class Activity 8: Taco Bell Pricing for Value Marketing Plan Form
[https://www.viddler.com/embed/fb343078](https://www.viddler.com/embed/fb343078)

Oct 31 | *Learn Smart* assignments Chapter 16 and 17 due 11:59 pm today.
Discuss Chapter 16 – Supply Chain Management
Discuss Chapter 17 – Retailing and Multichannel Marketing

In-Class Activity 9: Nordstrom Rack Marketing Plan Form
[https://www.viddler.com/embed/fd437bba](https://www.viddler.com/embed/fd437bba)

Marketing Milestone 10. Use online sources to determine your brand’s key target audience.

Marketing Milestone 11. Use online sources to determine the main way your brand’s is used.
For example, what is the primary way smart phones are used, picture taking, texting, research for purchases, music listening, game playing? Another example is ride sharing – last mile trips to work, trips while clubbing, trips to mass transit, such as airports, one rider, multiple riders or singles, groceries to home, etc.

Nov 7 | SECOND HOUR EXAM 50 multiple choice Chapters from 9 - 17, lecture, discussion, videos, handouts and cases from May 30 to date.
Exam 2 will be administered 1:30 – 2:30 pm. Bring a Scantron sheet.

Discuss marketing plan Draft 2, due Nov 14

In-Class Activity 10: Marketing Plan Updates due with in-class report

Nov 14 | *Learn Smart* assignments Chapter 18, 19 and 20 due 11:59 pm today.
Discuss Chapter 18 – Integrated Marketing Communications
Discuss Chapter 19 – Advertising, Public Relations, and Sales Promotions
Discuss Chapter 20 – Personal Selling and Sales Management

In-Class Activity 11: Ford Marketing Plan Form [https://www.viddler.com/embed/b4bed1cb](https://www.viddler.com/embed/b4bed1cb)

Marketing Plan Draft 2 due by 1:30 pm via email attachment in MS Office Word format only

Discuss marketing plan Draft 3, due Nov 28

Nov 16 | Last day to participate in experiments/lectures if available (Please note: There is no guarantee experiments will be available on this date.
You should be checking Experimetrix throughout the semester).
DATE  ASSIGNMENT

Nov 28  Team Presentations (10 minute time limit)

Marketing Plan Draft 3 due by 1:30 pm via email attachment in MS Office Word format only.
Draft 3 is Draft 1 and Draft 2, revised.

Dec 5  Learn Smart assignments Chapter 18 - 20 due 11:59 pm today.

  Review Chapters 1 – 20
  Review for Final Exam

Dec 12  Final Exam 1:30 – 4:15 pm Chapters 1 – 20.

About your instructor – Professor Harvey holds a Ph.D. in Business Administration from Penn State University, an MBA from the University of Miami (Coral Gables), and a BS in Marketing from the University of Illinois (Urbana). He has published over thirty works in journals, proceedings of professional associations, and in books of readings. Dr. Harvey has participated in over one hundred marketing studies, consultancies and executive development seminars that included Booz-Allen & Hamilton, Department of the Interior, Department of Health and Human Services, Internal Revenue Service, National Institutes of Health, and The World Bank. Professor Harvey has served as Faculty Representative to the GMU Foundation, Board of Visitors, Marketing Area Chair and Associate Dean of the School of Business.